

WHAT IS CLAIMED IS:

1. A system for estimating airline demand comprising:
  - means for accessing capacity data for a previous N years at a Point of Sale level, time period level and an Origin and Destination level;
  - means for accessing flown data for a previous M years at the Point of Sale level, time period level, and Origin and Destination level;
  - means for accessing capacity data for a forecasting period that extends beyond a time when reservation information is available;
  - means for calculating at least one of actual growth and market growth;
  - means for deriving an effective growth based on the flown data, the capacity data for the previous N years, the capacity data for the forecasting period and the at least one of the actual growth and the market growth; and
  - means for generating a passenger demand forecast for a budget year based on the effective growth.
2. The system of claim 1, wherein the time period level is any of daily, weekly, or monthly.
3. The system of claim 1, wherein the capacity data includes compartment level data.
4. The system of claim 1, wherein the flown data includes compartment level data.
5. The system of claim 1, further comprising means for applying a set of weighting factors to the flown data and market data to derive the at least one of actual growth and market growth.
6. The system of claim 5, wherein the weighting factors include seasonality factors.

7. The system of claim 1, wherein:  
the means for deriving comprises means for comparing the capacity data for the previous N years to budget year capacity; and its generating means comprises means for generating a passenger demand forecast for a budget year.
8. The system of claim 1, wherein  $N = M$ .
9. The system of claim 1, wherein  $N = 1$ .
10. The system of claim 1, further comprising:  
means for estimating average fares for the budget year,  
wherein the means for deriving an effective growth uses the average fares to derive the effective growth.
11. The system of claim 1, wherein the forecasting period extends beyond about twelve months.
12. A system for estimating airline demand comprising:  
means for accessing first capacity data for a previous N years at a time period level and Origin and Destination level;  
means for accessing flown data for a previous M years at a Point of Sale level, time period level and Origin and Destination level;  
means for accessing second capacity data for a forecasting period that extends beyond a time for which airline schedules are available;  
means for generating an effective growth for a budget year based on the first and second capacity data;  
means for calculating at least one of an actual growth and a market growth; and

means for deriving a passenger demand forecast based on the effective growth, the flown data and any of actual growth, market growth and total market demand.

13. The system of claim 12, wherein  $N = M$ .

14. The system of claim 12, wherein  $N = 1$ .

15. The system of claim 12, wherein  $M=1$ .

16. The system of claim 12, further including means for estimating average fares for the budget year, wherein the means for deriving an effective growth uses the average fares to derive the effective growth.

17. A system for estimating airline fares comprising:  
means for accessing average fares for a previous  $N$  years at time period level, Point of Sale level and Origin and Destination level;  
means for deriving an effective growth based on the average fares; and  
means for using the effective growth to generate fares forecast for a next budget year.

18. The system of claim 17, wherein the time period level is any of daily, weekly, or monthly.

19. A system for estimating airline demand comprising:  
means for accessing capacity data for a previous  $N$  years at Origin and Destination level;  
means for accessing flown data for a previous  $M$  years at a Point of Sale level and Origin and Destination level;  
means for accessing capacity data for a forecasting period that extends beyond a time when reservation information is available;

means for deriving an actual growth factor based on seasonality;

means for deriving an effective growth factor based on the flown data, the capacity data, the actual growth factor, the flown data and market data; and

means for generating a passenger demand forecast for a budget year based on the effective growth factor.

20. A computer program product for estimating airline demand, the computer program product comprising a computer useable medium having computer program logic recorded thereon for controlling a processor, the computer program logic comprising:

computer program code means for accessing capacity data for a previous N years at a Point of Sale level, time period level and an Origin and Destination level;

computer program code means for accessing flown data for a previous M years at the Point of Sale level, time period level, and Origin and Destination level;

computer program code means for accessing capacity data for a forecasting period that extends beyond a time when reservation information is available;

computer program code means for calculating at least one of actual growth and market growth;

computer program code means for deriving an effective growth based on flown data, the capacity data for the previous N years, the capacity data for the forecasting period and the at least one of the actual growth and the market growth; and

computer program code means for generating a passenger demand forecast for a budget year based on the effective growth.

21. A computer program product for estimating airline demand, the computer program product comprising a computer useable medium having

computer program logic recorded thereon for controlling a processor, the computer program logic comprising:

computer program code means for accessing a first capacity data for a previous N years at time period level and Origin and Destination level;

computer program code means for accessing flown data for a previous M years at a Point of Sale level, time period level and Origin and Destination level;

computer program code means for accessing a second capacity data for a forecasting period that extends beyond a time for which airline schedules are available;

computer program code means for generating an effective growth for a budget year based on the first and second capacity data;

computer program code means for calculating at least one of an actual growth and market growth based on the first capacity, the second capacity and the flown data; and

computer program code means for deriving a passenger demand forecast based on the effective growth, the flown data and any of actual growth, market growth and total market demand.

22. A computer program product for estimating airline fares, the computer program product comprising a computer useable medium having computer program logic recorded thereon for controlling a processor, the computer program logic comprising:

computer program code means for accessing average fares for a previous N years at time period level, Point of Sale level and Origin and Destination level;

computer program code means for deriving an effective growth based on the average fares; and

computer program code means for using the effective growth to generate a demand fares forecast for a next budget year.

23. A computer program product for estimating airline demand, the computer program product comprising a computer useable medium having computer program logic recorded thereon for controlling a processor, the computer program logic comprising:

computer program code means for accessing capacity data for a previous N years at Origin and Destination level;

computer program code means for accessing flown data for a previous M years at a Point of Sale level and Origin and Destination level;

computer program code means for accessing capacity data for a forecasting period that extends beyond a time when reservation information is available;

computer program code means for deriving an actual growth factor based on seasonality;

computer program code means for deriving an effective growth factor based on the capacity data, the actual growth factor, the flown data and market data; and

computer program code means for generating a passenger demand forecast for the budget year based on the effective growth factor.

24. A method for estimating airline demand comprising:

accessing capacity data for a previous N years at a Point of Sale level, time period level and an Origin and Destination level;

accessing flown data for a previous M years at the Point of Sale level, time period level, and Origin and Destination level;

accessing capacity data for a forecasting period that extends beyond a time when reservation information is available;

calculating at least one of actual growth and market growth;

deriving an effective growth based on the flown data, the capacity data for the previous N years, the capacity data for the forecasting period and the at least one of the actual growth and the market growth; and

generating a passenger demand forecast for a budget year based on the effective growth.

25. The method of claim 24, wherein the time period level is any of daily, weekly, or monthly.

26. The method of claim 24, wherein the capacity data includes compartment level data.

27. The method of claim 24, wherein the flown data includes compartment level data.

28. The method of claim 24, further including the step of applying a set of weighting factors to the flown data and market data to derive the at least one of actual growth and market growth.

29. The method of claim 24, wherein the weighting factors include seasonality factors.

30. The method of claim 24, wherein the deriving step includes comparing the capacity data for the previous N years to budget year capacity.

31. The method of claim 24, wherein  $N = M$ .

32. The method of claim 24, wherein  $N = 1$ .

33. The method of claim 24, further including the step of estimating average fares for the budget year, wherein the effective growth is derived using the average fares.

34. A method for estimating airline demand comprising the steps of:

accessing a first capacity data for a previous N years at time period level and Origin and Destination level;

accessing flown data for a previous M years at a Point of Sale level, time period level and Origin and Destination level;

accessing a second capacity data for a forecasting period that extends beyond a time for which airline schedules are available;

calculating at least one of an actual growth and a market growth; and

generating a passenger demand forecast based on the flown data and any of actual growth, market growth and total market demand.

35. The method of claim 34, wherein  $N = M$ .

36. The method of claim 34, wherein  $N = 1$ .

37. The method of claim 34, wherein  $M=1$ .

38. The method of claim 34, further including the step of estimating average fares for the budget year, wherein the effective growth is derived using the average fares.

39. A method for estimating airline fares comprising the steps of:  
accessing average fares for a previous N years at time period level, Point of Sale level and Origin and Destination level;  
deriving an effective growth based on the average fares; and  
using the effective growth to generate a demand fares forecast for a next budget year.

40. A method for estimating airline demand comprising the steps of:

accessing capacity data for a previous N years at Origin and Destination level;

accessing flown data for a previous M years at a Point of Sale level and Origin and Destination level;



accessing capacity data for a forecasting period that extends beyond twelve months;

deriving an actual growth factor based on seasonality;

deriving an effective growth factor based on the capacity data, the actual growth factor, the flown data and market data; and

generating a passenger demand forecast for a budget year based on the effective growth factor.